

# Getting There



The

war in Iraq, terrorism, drought, and uncertain economic conditions presented a challenging set of circumstances for the travel industry in the first part of 2003. As the economy began to improve in 2003, people began to travel again once they felt better about their pocketbooks. Additionally, society seems to have accepted the fact that terrorism may always pose a threat, but life must go on and people will travel. When comparing Utah's 2003 tourism statistics to the 2002 numbers, many numbers went down in light of being compared to an Olympic year, but if 2003 statistics are compared to 2001, some segments show improvement, others show a downward trend. Visitation numbers, traveler spending, and travel-related tax revenue decreased compared to 2002.



Total spending by travelers decreased 1.3% in 2003, totaling \$4.631 billion. In looking at taxable sales figures from five key industry sectors, transportation, auto rentals, hotels & lodging, and amusement & recreation all suffered declines, while eating & drinking increased compared to 2002. The 1.0% decrease in the overall tourism sector growth rate in 2003 is somewhat expected, given the fact that 2003 is being compared to 2002 (Utah's Olympic year).



Total state and local tax contributions from traveler spending totaled \$367 million in 2003. Tax revenues from traveler spending provided tax relief of \$444 per Utah housing unit. Local tax revenues accounted for \$97 million while \$270 million accrued to state tax coffers.



Tourist arrivals to Utah totaled 16.9 million in 2003, 2.2% less than 2002 visitation. A struggling economy and the fact that 2003 was compared to the year of the Salt Lake 2002 Olympic Winter Games may explain the decline in visitation.



County-based tourism tax collections (transient room tax, restaurant tax, car rental tax) totaled nearly \$50.2 million in 2003, down 4.6% from 2002. Six counties (Salt Lake, Summit, Utah, Davis, Washington, and Weber) accounted for 86% of total tourism tax revenues. However, year-over comparisons reveal growth and declines in areas throughout the state.



The number of visitors in 2003 declined compared to the number of visitors in 2002. However, the number of tourism-related jobs increased slightly during 2003. An estimated 1,983 tourism-related jobs were added in Utah in 2003, increasing the statewide employment total to 108,683. Salt Lake County led the way with over 40,000 tourism-related jobs. Utah, Davis, Weber, Summit, and Washington Counties each accounted for over 6,000 tourism-related jobs.



Tourism-related employment accounts for 9.94% of total non-farm jobs in Utah (one in every 10 jobs). If tourism is treated as a separate industry, it is the sixth-largest employment sector in

the state, behind Trade, Transportation, Utilities; Government; Professional & Business Services; Education & Health Services; and Manufacturing.



Although the top six counties account for over 75% of tourism-related employment, many rural Utah counties are highly dependent on tourism. Travel related jobs account for more than a fifth of total non-farm employment in ten Utah counties: Daggett, Grand, Garfield, Summit, Kane, Rich, San Juan, Wayne, Wasatch, and Beaver.

## Advice From the Utah Department of Workforce Services

Just because a job is "new" and "emerging" does not mean there are a lot of these jobs right now. In fact, we're not absolutely certain there will ever be a large number of openings in any of these jobs. However, it does provide insight into how existing jobs are evolving and what incumbents might face in the future. It may also be helpful for people making long-term career decisions to see what types of skills may be required in the future. And it is interesting.

Note: The above article is a summary of research conducted by the U.S. Bureau of Labor Statistics. The research in its entirety can be found at:  
<http://www.bls.gov/oes/2003/may/emerging.pdf>

Rank	County	2003 Tourism Tax Revenue	Percent of State Totals
1	Salt Lake	\$27,514,124	54.8%
2	Summit	\$4,306,974	8.6%
3	Utah	\$3,908,471	7.8%
4	Washington	\$2,602,357	5.2%
5	Davis	\$2,520,909	5.0%
6	Weber	\$2,354,802	4.7%
7	Grand	\$991,060	2.0%
8	Cache	\$888,934	1.8%
9	Iron	\$787,192	1.6%
10	Garfield	\$574,343	1.1%
11	Wasatch	\$413,579	0.8%
12	Tooele	\$407,330	0.8%
13	Box Elder	\$382,199	0.8%
14	Uintah	\$355,018	0.7%
15	Kane	\$353,665	0.7%
16	Sevier	\$343,998	0.7%
17	Carbon	\$303,556	0.6%
18	San Juan	\$218,363	0.4%
19	Beaver	\$152,982	0.3%
20	Wayne	\$136,758	0.3%
21	Emery	\$132,162	0.3%
22	Juab	\$121,782	0.2%
23	Sanpete	\$111,782	0.2%
24	Duchesne	\$102,410	0.2%
25	Rich	\$87,382	0.2%
26	Millard	\$80,125	0.2%
27	Daggett	\$66,193	0.1%
28	Morgan	\$24,861	0.0%
29	Piute	\$7,667	0.0%
STATE OF UTAH		\$50,250,433	100.0%

